



Since 1876



**A FEW FACTS ABOUT
THE WHITE
SEWING MACHINE
CORPORATION**

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WHITE SEWING MACHINE CORP.

Cleveland, Ohio

U. S. A.

Foreword . . .

This booklet by the White Sewing Machine Corporation and its subsidiaries, White Sewing Machine Company, Domestic Sewing Machine Company, Inc. and The White Sewing Machine Company of Canada (1938) Limited, gives briefly the background of the business, its history, its plant and personnel, its recognition, its promotional activities and tells something of the product itself.





THOMAS WHITE

FOUNDER

WHITE PLANT

1876



THOMAS WHITE had a lot of that ingenuity that has made America famous as a manufacturing nation. After only a few years apprenticeship work in New England factories he set up a plant and for eight years conducted a thriving and successful business, manufacturing sewing machines.

In 1866 he moved to Cleveland to establish the White Manufacturing Company. Besides sewing machines he also manufactured and merchandised many other items.

By 1876 two of his best mechanics, George Baker and D'Arcy Porter, had perfected a new type of sewing machine, far superior to anything then on the market. The firm name was changed to the White Sewing Machine Company and

the first of the famous White Sewing Machines appeared on the market.

Today, White Sewing Machines, made exclusively for the home (White does not make special type factory machines, nor power machines), are manufactured in several multiple floor buildings in Cleveland, with over 500,000 square feet of floor space. Here the sewing machine is manufactured complete from cabinet to sewing mechanism.

Two well staffed units—Woodwork Engineering and Mechanical Engineering—keep White Sewing Machines in a strong, competitive position. The Woodwork Engineering department is responsible for the fine cabinet designing of Whites, while the Mechanical Engineering department is constantly working on the further development and refinement of the sewing mechanism. Today, these departments are conducting experiments toward developing the sewing machines of tomorrow.



Birdseye View of the White Plant Today

EARLY PRODUCTS VARIED

DURING the early years the company manufactured kerosene street lamps as well as sewing machines. For a short while in the eighties, the company manu-

factured roller skates. It was during the years when roller skating rinks were a popular fad throughout the country.



Other articles manufactured by the company were bicycle pedals and bicycles. In 1901 the company began the manufacture of White Automobiles. The automobile division

was run by three of Thomas White's sons, Rollin, Windsor, and Walter. In 1906 it was decided that the two businesses could not be efficiently handled by the White Sewing Machine Company and the automobile division was incorporated as the White Motor Company.



WHITE'S LEADERSHIP

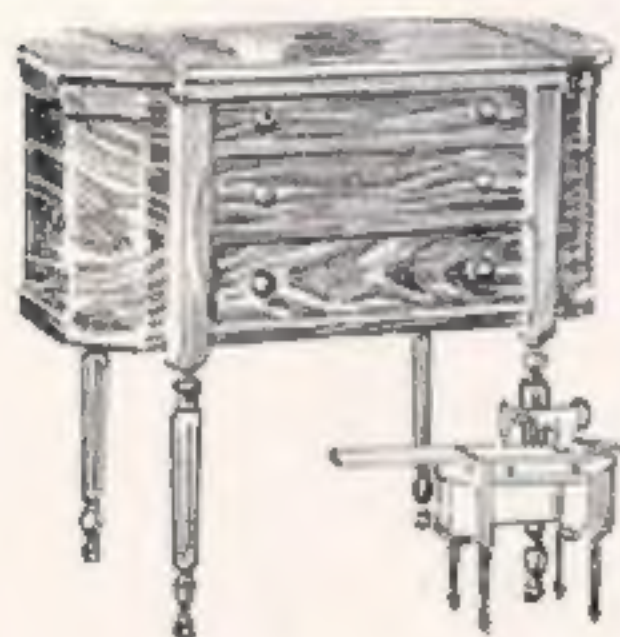
WHITE has always been regarded as a leader in the sewing machine industry, having pioneered many important advances.

White developed and introduced the earliest furniture styled cabinet electric sewing machine. This marked the end of the old cast iron stand pedal model.

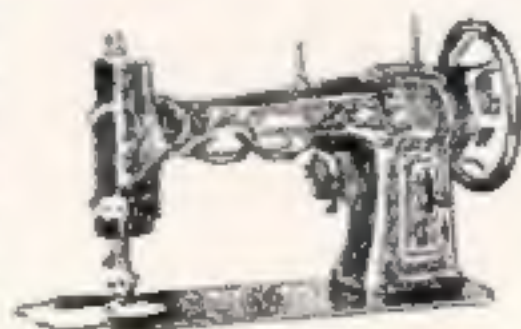


Then White introduced the "Martha Washington" model, a complete sewing cabinet. It became the largest selling furniture style electric machine of the day.

These were followed by double-purpose sewing machine cabinets—desk models—console models—night stand models—each a lovely piece of furniture when not in sewing use.



White introduced the crinkle finish for sewing machine heads. This new finish has a handsome appearance and is more durable than the brittle, shiny gilt decorated japan finish.



FURNITURE-STYLED *White* CABINETS MAKE FRIENDS

*W*HITE sewing machine cabinets today serve a double purpose. There are many furniture styles and finishes. You see models styled to enhance any room in which you wish to sew . . . gracious pieces of furniture when closed . . . lift the top and they become capable sewing servants.

Finger-tip controls adjust stitch lengths and tensions. . . perform the modern miracle of making the mechanism sew forward or backward. A knee-type lever provides exact control of sewing speed. There are dozens of innovations and features that make these new Whites not just beauties to see but thrilling to use.

They combine all of the newest features to multiply sewing pleasure in the creation of frocks, draperies—yes, and even fancywork.

*Left:
Servette
Queen Anne*



Modern Desk



*18th Century
Lamp Table*



*Colonial
Maple*



RECOGNITION

WHITE Sewing Machines are a quality product. They are made to exacting specifications of material and workmanship. For this reason they have merited the approval of influential testing organizations and these approvals have been sought and obtained where it is helpful in building consumer acceptance of the product.

The Good Housekeeping Institute Seal of Approval is a powerful sales factor. It is sought by every manufacturer of merchandise used in the home. All White Sewing Machines carry the coveted Good Housekeeping Institute Seal of Approval.



The Underwriters' Laboratories, Inc., test, inspect and approve devices, systems and materials as to their relation to life, fire and casualty hazards. All electrical equipment on White Sewing Machines carries the inspection mark of the Underwriters' Laboratories.



In Canada, White Sewing Machines carry the approval of the Canadian Engineering Standards Association.

C E S A
Approval

CUSTOMERS

THE modern electric sewing machine provides for a much wider range of sewing. For this reason it finds greater use than ever before as shown by a survey of Good Housekeeping readers who own sewing machines.



Alterations

73.5%

House
Dresses

62.9%

Window
Draperies

61.6%

Glass
Curtains

56.7%



Lingerie

47.7%

Afternoon
Dresses

38.7%

Street
Clothes

35.5%

Children's
Clothes

32.8%

Daughter's
Clothes

30.9%



Negligees

28.9%

Furniture
Covers

25.3%

Mending

21.8%

Evening
Clothes

14.2%

Misc. other
Uses

38.8%




WHERE WHITES ARE SOLD

WHITES are sold through leading department stores in metropolitan centers from coast to coast and in Canada. Selling personnel is thoroughly trained by White sales directors and sales training people.

In addition there are more than 2,000 independent White dealers either direct or operating under distributors.

In Canada, White sales are handled by a subsidiary, The White Sewing Machine Company of Canada (1938) Limited. White Sewing Machines are also distributed in many foreign countries.



Whites are becoming increasingly popular for school and other institutional sewing instruction use. Some schools use Whites exclusively in their sewing instruction classes.

WHITE ADVERTISING and SALES PROMOTION

WHITE advertising appears in metropolitan newspapers throughout the country. This advertising is done in connection with department store operations. In addition, Whites are advertised and sold by more than 2,000 dealers who use their own home town newspapers.



*Newspapers
and Magazines*

White national advertising appears in color advertisements in leading women's service publications.

White exhibits at the great fairs and expositions have always been outstandingly successful. White exhibited at the New York World's Fair in 1939-40; Golden Gate Inter-

national Exposition, 1939; Great Lakes Exposition, 1936-37; Century of Progress, Chicago, 1933-34; Columbian Exposition, Chicago, 1892, etc. White Sewing Machines are also exhibited at many of the big sectional and state fairs, school conventions, dealer and distributor marts, food and home shows.



*Fairs and
Expositions*



THE PEOPLE WHO MAKE AND SELL WHITES

*M*AKING and selling Whites requires a high degree of skill.

On the manufacturing side, careful supervision guarantees the increasing skill of workers . . . helping them to help themselves by increasing their capabilities.

On the selling side, salespeople are constantly refreshed and retrained to demonstrate and service Whites more thoroughly and more interestingly.

The White Sewing Machine Employees Mutual Benefit Society, founded in 1878, is one of the oldest mutual benefit associations in the country. Operated entirely by the factory employees, not the company, it helps them at times of illness and death.



These WHITE Books ENCOURAGE SEWING

TEN ALL-AMERICAN APRONS—Exclusive apron designs created for White with pattern diagrams and sewing instructions. Each apron has a popular American name and design.

HOW TO MAKE CURTAINS, DRAPERIES AND SLIP COVERS—A very complete and detailed instruction book. Shows cutting and sewing directions in illustrated steps.

ASK FOR LITERATURE—If you would like to receive interesting literature about White Sewing Machines and either or both of the booklets described above, drop a card with your request to White Sewing Machine Corporation, 1231 Main Avenue, Cleveland, Ohio, Dept. D-1.

